

# J. C. PENNEY CO.

## LATEST PRICE BULLETIN

**A WORD TO THE WISE IS SUFFICIENT!**

We know we will lose our profits on high priced merchandise but just as fast as manufacturers reduce their prices, we reduce ours. Our loss is your gain. Comparison is the true test of value.

### Work Clothes

Men's bib overalls, none better, Our price only	<b>\$1.98</b>
Heavy Chambray work shirts, two pockets. Our price only	<b>\$1.49, \$1.69</b>
Men's heavy weight waist overalls, riveted. Our price only	<b>\$1.79</b>
Men's heavy weight khaki pants, as good as we can buy. Our price only	<b>\$3.49</b>
Lighter grade. Our price only	<b>\$2.25</b>
Flannel Shirts. Our price only	<b>\$1.98, \$2.98, \$3.98, \$4.98</b>
Men's socks, brown, lavender, black. Our price only	<b>19c</b>
Boys' overalls, only	<b>\$1.49, \$1.79</b>



### Shoes

Men's gunmetal Blucher strong, all leather shoe. Our price only	<b>\$4.98</b>
Men's plain toe kid, welt. Our price only	<b>\$3.98</b>
Men's gunmetal Blucher sewing last, high heel. Our price only	<b>\$5.90, \$6.90, \$7.90</b>
Men's black vici kid swing and banker last. Our price only	<b>\$7.90 to \$9.90</b>
Men's mahogany kid. Our price only	<b>\$12.75</b>
Men's English last, brown calf. Our price only	<b>\$6.90 to \$9.90</b>
Men's tan calf button or lace, high toe and heel. Our price only	<b>\$7.90, \$8.90</b>
Men's gunmetal English last. Our price only	<b>\$6.90 to \$9.90</b>

### Men's Work Shoes

Brown split leather, all leather heels, soles, counters. Our price only	<b>\$3.49</b>
Men's brown calf outing shoe, elk sole, all leather. Our price only	<b>\$4.49</b>
Men's smoked horse, welt, all leather. Our price only	<b>\$4.98</b>
Boys' gunmetal shoes. Our price only	<b>\$3.49, \$3.98 to \$5.90</b>
Boys' mahogany calf shoes. Our price only	<b>\$3.98, \$4.98, \$5.90</b>
Boys' black kid shoes. Our price only	<b>\$2.98, \$3.98, \$4.98</b>
Boys' elk skin shoes. Our price only	<b>\$2.98, \$3.49, \$3.98</b>

### Men's Suits

We now have the best line of clothing we have ever owned. Blue Serges. Our price only	<b>\$29.75 to \$44.75</b>
Cheviots in brown, grey and blue mixed, all the latest patterns. Our price only	<b>\$34.75 to \$54.75</b>
Men's soft and hard finished worsteds, green mixed, grey mixed, brown mixed, blue mixed, also stripes, very latest patterns. Our price only	<b>\$34.75 to \$54.75</b>

### Women's Ready-to-Wear Coats

We now have a very complete line of Coats for fall. These come in plush, velvet, velour, broadcloth and tweeds, all newest models, ranging in price from only

**\$19.75, \$22.50, \$24.75, \$29.75, \$34.75, \$39.75, \$44.75, \$57.50, \$59.75**

These coats were all purchased for early delivery and bought for 297 stores. This fact alone means a saving of from \$5.00 to \$10.00 on each coat.

#### Suits

Now is the time to come in and make a deposit and we will hold the garment until you are ready for it. Fall suits, nicely tailored, very latest styles. Our price only

**\$7.90, \$9.90, \$19.75, \$29.75 to \$54.75**

Come in today and select the style and have it put away for you, a small deposit will hold it.

#### Dresses

Some beautiful styles and patterns, direct from fashion's center. Silk Dresses. Our price only **\$19.75 to \$39.75**  
Serge Dresses. Our price only **\$19.75 to \$39.75**  
Tricotees. Our price only **\$24.75 to \$49.75**



### Waists

We now have the best line of waists we have ever carried, all the newest colors and styles.

Georgette waists. Our price only **\$3.98 to \$8.90**

Creme de Chine. Our price only **\$3.49 to \$7.90**

Don't pay more than these prices.

#### Bedding

Comforts, silkaleen covered, full size. Our price only	<b>\$3.49</b>
Heavier weight, only	<b>\$3.98 to \$6.90</b>
Blankets, cotton blankets, single 4 1/2-lb. blankets. Our price only	<b>\$3.69</b>
Cotton blankets, full size double blankets	<b>\$2.98 to \$4.98</b>
Woolnap blankets, full size. Our price only	<b>\$5.90 to \$7.90</b>



### Overcoats

These come in blue, black, grey and green, plain and mixed colors, self and velvet collars. Our price only **\$24.75 to \$49.75**

### Mackinaws

Nothing in this line cheap except the price. Our price only **\$10.90, \$14.75**

Men's rain coats, a good serviceable coat. Our price only **\$9.90**

### Miscellaneous



Children's khaki, denim and stibel play suits. Our price only	<b>\$1.23</b>
Red Seal gingham. Thousands of yards. Our price only	<b>33c</b>
Heavy weight cheviots, none better. Our price only	<b>33c</b>
Amoskeag apron checks. Our price only	<b>25c</b>
36 inch percale, none better. Our price only	<b>39c</b>
27-inch percale, light patterns. Our price only	<b>23c</b>
27 inch percale, dark patterns. Our price now	<b>29c</b>
Calico in blue and dark patterns. Our price only	<b>19c</b>

### Shoes

Ladies' black kid shoes. Our price only	<b>\$4.98, \$5.90, \$6.90, \$7.90</b>
Ladies' gunmetal shoes. Our price only	<b>\$4.98, \$5.90, \$6.90</b>
Ladies' mahogany kid shoes, high top, military and high heels. Our price only	<b>\$5.90, \$6.90, \$7.90, \$8.90</b>
Ladies' brown kid cloth tops. Our price only	<b>\$5.90, \$6.90, \$7.90</b>
Ladies' brown kid shoes. Our price only	<b>\$5.90, \$6.90, \$7.90, \$8.90</b>
Ladies' field mouse high heel and top. Our price only	<b>\$8.90</b>
Ladies' white kid, high heel and top. Our price only	<b>\$8.90</b>
White canvas shoes, high heel, welt. Our price only	<b>\$1.98</b>
Children's shoes also at far below market values. Children's foot culture shoes, smoked horse and tan. Our price only	<b>\$2.90, \$3.49, \$3.98</b>
Children's kid shoes. Our price only	<b>\$2.98, \$3.98, \$4.98</b>
Children's gunmetal shoes. Our price only	<b>\$2.98, \$3.98, \$4.98</b>
Ladies' felt house shoes. Our price only	<b>\$2.69, \$2.98</b>
Babies soft soled shoes. Red and white, black and white. All black kid, all white kid. Black 39c, 45c, 49c, 59c and tan. Our price only	<b>39c, 45c, 49c, 59c</b>

### Boys' Suits

These come in blue serges, brown worsteds, grey mixed and brown mixed. A big stock to choose from. Our price only **\$8.90 to \$19.75**  
A nice Windsor tie with each suit.

#### Boy's Caps

Brown plaid, plain browns, blues and blacks. Our price only **98c to \$1.49**

#### Men's Caps

Some splendid numbers. Our price now only **\$1.49 to \$2.98**

#### Boys' Overcoats

Some snappy patterns. Our price only **\$11.90 to \$17.50**

We are watching the markets, and just as soon as goods can be reduced in price, we do so. The J. C. Penney Co. will do more toward lowering the price of goods than any other merchants in the country.

We are now and always have been "since the organization started 18 years ago,"

## THE WORKINGMAN'S BEST FRIEND

If we had not been that we would have been like thousands of other merchants, owned one, two, perhaps half a dozen stores. The right buying, selling at the very lowest possible price and giving just a little more in service is responsible for our growth from our small store in 1902 to 297 thriving stores today. Think it over and follow the crowds that always patronize our stores. We are now nicely located in our new home, first door west of the O. S. Stapley Hardware Co.

141-143 West Main  
Watch Our Windows

**J.C. Penney Co.**  
A Nation-wide Institution  
297 STORES

Mesa, Arizona